

STATE OF ALABAMA

Information Technology Standard

Standard 1210-00S4: Hypertext Linking

1. INTRODUCTION:

Many agency web sites provide online hypertext links to non-governmental sites that are not under the control for content by the state. These hypertext links may be created if establishing the external link will be consistent with assisting or furthering the purpose of the agency web site, which is to significantly and diligently promote public service to citizens and businesses. However, these external links may not accurately represent the views and policies of state government. As such, agencies are expected to exercise diligence in providing direct linkages to non-governmental web sites that might conflict with agency or state policies and viewpoints.

2. OBJECTIVE:

Advise agencies on the use of hypertext links to web sites not under the management and control of the state or governmental organization.

3. SCOPE:

These requirements apply to all Executive Branch agencies, boards and commissions that use the primary alabama.gov or secondary state.al.us domain names.

4. REQUIREMENTS:

4.1. ALLOWABLE USE OF HYPERTEXT LINKS

Hypertext links may be created for informational purposes where the linked external web site will provide useful and valuable information to visitors to the agency web site, or where the linked external web site is required or authorized by law.

A state web site may contain hypertext links to external web sites and pages containing information created and maintained by public and private organizations if it is determined that establishing the external link will be consistent with assisting or furthering the purpose of this state web site, which is to significantly and diligently promote public service to citizens and businesses.

4.2 NO ENDORSEMENT

The inclusion of a hypertext link to an external web site is not intended to be an endorsement of any product or service offered or referenced on the linked web site, the organizations sponsoring said web site, or any views that might be expressed or referenced in the web site.

Agencies should undertake due diligence in the review of externally linked web sites not under the control of a state or governmental entity to ensure there exist no conflicts with the view and policies of the agency or state.

5. DEFINITIONS:

HYPERTEXT LINK: Element on a Web page (text, image, or file) that when clicked opens another Web page or jumps to another location.

6. ADDITIONAL INFORMATION:

6.1 POLICY

Information Technology Policy 1210-01: Web Development

6.2 RELATED DOCUMENTS

Signed by Art Bess, Assistant Director

7. DOCUMENT HISTORY:

Version	Release Date	Comments
Original	7/21/2008	Replaces Policy 1210-01: Hypertext Linking